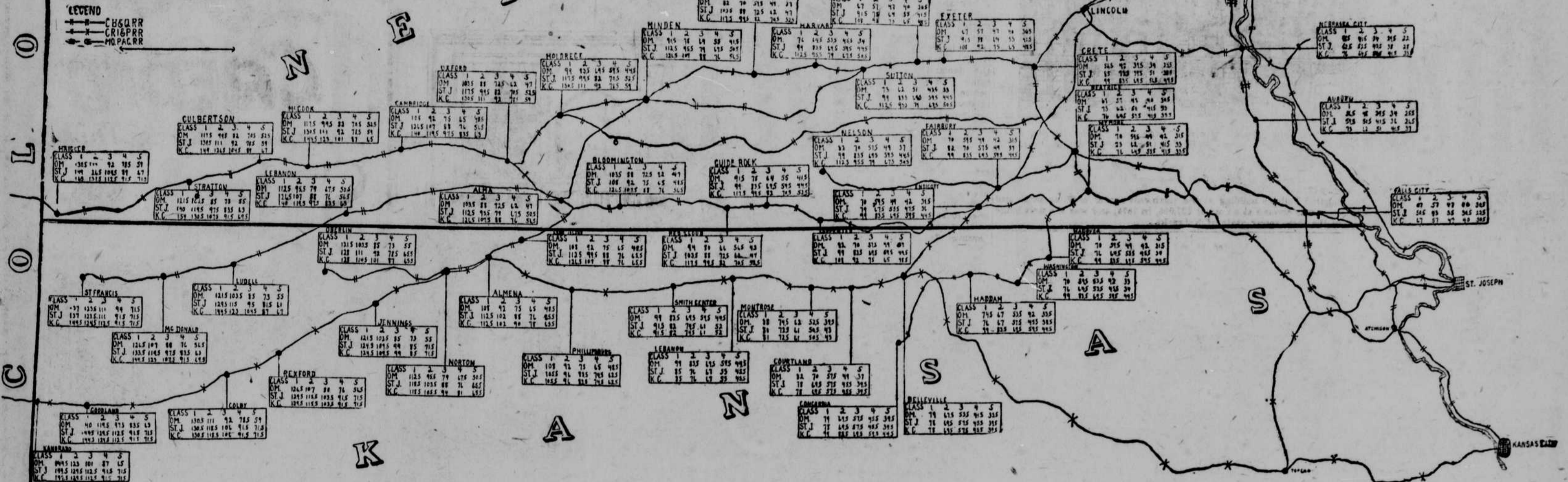


Map Shows Omaha's Shipping Advantage in South Platte Territory

CHART OF COMPARATIVE FREIGHT RATES ON MERCHANDISE CLASSES FROM OMAHA, ST. JOSEPH & KANSAS CITY TO SOUTH PLATTE TERRITORY

RATES ARE IN CENTS PER 100 POUNDS AS IN EFFECT DECEMBER 15, 1923. PREPARED BY PUBLICITY BUREAU OF THE OMAHA CHAMBER OF COMMERCE.



How Much Should Married People Endure in Order to Keep the Home Intact

By GERTRUDE ATHERTON.

Every so often sociologists come to life and fire these questions: How much should men and women condone in order to keep the home together? Is the good of the children of primary importance? Should neglect or even infidelity be an excuse for divorce when there are children?

To how many of these ardent sociologists (the amateurs, at least, who really make the most noise) has it occurred that these questions do not argue imperfections in mere human nature or even in current laws, but in the whole process of civilization, which seems to have grown, especially as regards the sexes, with the haphazardness of a lunatic running amuck.

Nothing in man is as casual as nature. Her one desire is to populate the earth; and if man were governed by his instincts alone, nothing would please her better. For man himself she would seem to have no other use whatever, and instead of regarding him for his complaisance she has the time when he first stood on his hind legs, some 600,000 years ago, treated him with ruthless indifference. Whether he was devoured by the monstrous wild beasts whose patched remains are exhibited in our museums of natural history, or failed to snatch substance from the inhospitable soil of the ice age, was a matter of profound indifference to her so long as he reproduced himself; to starve and be annihilated again.

The imagination reels when it tries to invoke a vision of the billions of men since the first Neanderthal that have lived and died, lived and died, nothing more. Stone battleaxes, flints, spears, pottery and a few megaliths—that is their record for half a million years. Even the names of great artists of the Cro-Magnon era are unknown, probably were in their own time.

Emerging from prehistory into the classic era, once more the masses merely reproduced themselves, ate and drank, fought and died. What is history? A few great names and a vague picture of masses that have left no more trace of themselves than the beasts of the forest or the barnyard fowls.

We have now had 19 centuries of what we call Christian civilization. Leaving aside the question of the lingering barbarity of war as foreign to the subject in hand, no thoughtful person but is amazed at the little man has done to get ahead of nature. That is to say in his personal life. He has chopped down forests



Author of "Black Oxen," "The Living Present," "The Conqueror," "A Daughter of the Vine," "The White Morning," "Aristocrats," "Ancestors," etc., etc.

"Her youth," says a fellow writer of Gertrude Atherton, recalling their meeting some years ago in Brittany, "was astounding."

It goes on: "In her novels—which account for their popularity in England and America—the drama most successfully with women of today. Her women, like herself, are alive to their lives. This leads particularly to the following, from the author of 'Black Oxen':

"I don't know what I can tell you that you won't find in 'Who's Who'—except my age, which I never have given to any curious person. I have had a dozen ages in as many publications attributed to me."

Proceeding with a condensed autobiography of herself, which is illuminating in its selection of facts and minutiae from such an abundant life, she writes: "I was born in San Francisco and educated there and in Lexington, Ky. Before I finished school I married, and was widowed a few years later. I immediately started for New York, to enter upon my career. I did not know much at that age but at least I knew enough to know that I would have a hard time of it in California; and knew the world I must get to, although I rebelled, bitterly at the time."

and built great cities, he has given us the arts and sciences, luxuries and pleasures, and many beneficent laws which for long periods, at least, permit whole peoples to live not only at peace with their neighbors, but with all nations within the pale of international law. But in his sex life he is still the slave of nature, in spite of his numerous laws for the protection of society against his more ungovernable impulses.

Many laws and divorce laws, houses of refuge for girls and institutions for dangerous boys are manifestations of disease in the social order that wise people are trying to correct in a measure by enforcing laws providing for the sterilization of morons, for eugenics and birth control.

The worst diseases of the social order may in time be eradicated by the passage of such laws, but these reforms have less to do with human happiness than the foresight of man in his own individual life, and divorce must continue to be a beneficent institution until marriage, instead of being the climax of romance, is regarded as a state for which as much training is necessary as for any of the professions or arts.

The most important step a man

Omaha's freight rate advantages over cities such as St. Joseph and Kansas City in the South Platte and Republican Valley territory, are set forth graphically in the map above, prepared under the direction of the publicity bureau of the Omaha Chamber of Commerce, from data compiled by the traffic bureau of the chamber.

Reproductions of this map have been mailed to all Omaha wholesalers and manufacturers, at the request of

the chamber's trade extension committee. Following a recent meeting of the trade extension committee at which it was pointed out that Omaha is not settling as much business as it should from this region, which includes southern Nebraska and northern Kansas as far west as the Colorado line, it was claimed that railroad rates and service placed Omaha at a disadvantage in comparison with other markets.

The traffic bureau figures, as set

forth on the map, show that the reverse is the case, and that a carload of merchandise of given classification can be moved from Omaha to virtually any point within the disputed territory, cheaper than the same car can be moved from St. Joseph or Kansas City.

The bureau of publicity has expressed its willingness to supply copies of the map in quantities to Omaha firms who desire to distribute the information to their salesmen, to be used as a selling talk.

There should be lectures at least twice a month on the scientific values of foods and the proper admixture of calories and proteins, acids and starches, in the daily diet.

Then there would be no more heaviness after meals, one of the contributing causes to the dullness of domestic life, and no more dyspepsia, which has broken up as many homes as infidelity. If it is impossible to extend the curriculum of the high school any farther, then the state should build and endow such schools, and all girls of every class be compelled to attend by law.

One of the most important studies included in this course should be the art of decoration. Nothing conduces more to love of the home, both in the husband and children, than harmony of line and color. Houses that are a mess of color and inappropriate furniture cause a subtle discontent, for the sense of beauty is existent in the most unarticulate, and men are often drawn to some predatory female as much by the charming room in which she resides as by his own predatory instincts.

Children, still more unarticulate, want the house and children, than harmony of line and color. Houses that are a mess of color and inappropriate furniture cause a subtle discontent, for the sense of beauty is existent in the most unarticulate, and men are often drawn to some predatory female as much by the charming room in which she resides as by his own predatory instincts.

There is little that can be taught boys by way of preparing them for the practical part of domestic life beyond teaching them the value of money and preserving their health. But there should be a law which would make it a criminal offense for a man to marry a girl unless he has a steady job and at least \$2,000 in the bank. One way to abolish poverty is to forbid it.

The psychological and intellectual preparation for matrimony must be left for later discussion.

Young married women, obliged to do their own work—for which they have no scientific preparation—often complain of feeling tired. They are probably suffering from temporary poverty of endocrine secretions, particularly of the thyroid gland. A visit to an intelligent physician would result in a renewal of these all-important secretions; and there is nothing that so discourages a young husband, working like a dog himself, as a woman who is always tired. In these advanced days there is no excuse for it.

Of course this training of girls must begin in the home. Every child should be compelled to take care of her own room, and, as she grows older, to help a little in the kitchen and about the house generally. But this is merely by way of contracting one of the many good habits that intelligent and conscientious mothers inculcate. Studies must not be interfered with, nor, who is equally important, the hours for play. But the curriculum of the last year of high school should embrace a course in general housekeeping on the most scientific lines.

Good restaurant cooks should come at least once a week and criticize the ordinary attempts of scholars, who, meanwhile are studying under graduate teachers of the art. And

Capturing Wife Was Intellectual Step in Civilization, Professor Says

Syracuse, N. Y., March 1.—"They treated 'em rough, with cave-man stuff," and right then and there civilization, as marked by autos, free thinkers, radio, millinaires, fur coats, flappers and Santa Claus, came into being.

This was the substance of a lecture by Prof. J. C. Duvall, Syracuse university, who traced modern civilization to the habit of wife capture which our fur-bearing forebears indulged in several thousand years ago. In those good old days, when man was the boss of the family cave relationship was traced through the woman, said Professor Duvall, because daddies, the trifier, might have one wife today and another perfectly good one tomorrow.

The "old man" used his club as a persuader when the fair one of his fancy refused to listen to his love songs with favor, and so the progeny, not having much confidence

in the fiddle main meal ticket, stuck to mamma for support, the professor said. Thus, when father had a whole set of wives and a flock of hunky kids to beat off the saber-tooth tiger when he came around to pay his morning call and to look for some hunk pork chops for breakfast, his mind had a chance to work, Professor Duvall said.

He sat around the cave doing some heavy thinking, said the professor, and as a result he sallied out, got another flock of wives by main strength and started in planting gardens and taming dinosaurs on a big scale, having plenty of help to do the heavy work.

Thus "pop" got rich and began trading with his friends and neighbors. Then he took up the writing craze and lots of other things, and thus, said Professor Duvall, civilization was well on the way.

Chinese Woman Dope Peddler Buried With Full Celestial Rites

Salt Lake City, Utah, March 1.—The departed spirit of Lucy Long has started on its last journey. Lucy Long, Chinese woman, known to opium smokers throughout the intermountain territory as "Mamma," and notorious in Salt Lake as a dealer in the poppy product, was given the most unusual funeral this community has witnessed since the days of the frontier.

And as her relatives mourned silently in their oriental stonem, hundreds of Americans, some friends and others of the idly curious type, passed before the bier, while Department of Justice operatives, federal narcotic officers and uniformed and plain clothes policemen watched every move among certain strange Chinese onlookers.

Tong men from Butte, Mont., believed to be of a rival faction to that of which Lucy Long was a member, were reported in attendance at the services. Her society, the Bing Gung tong, was in charge of the funeral. The ancient Chinese funeral rite was observed, even to the scattering of coins along the streets and the disposal of bags containing brown sugar "to bring sweetness after bitterness."

Lucy Long had been under both federal and state charges many times, only recently being freed from a gov-

ernment indictment alleging possession of narcotics. Her physical condition and age was such as to make prosecution and conviction almost impossible. She was more than 70.

Office Boys Skillful in Hoodwinking Boss

By International News Service. London, March 1.—England is interested in, if not always impressed by, American efficiency, but there is nothing but sympathy and praise for the committee of American efficiency experts which has tackled the tough job of investigating the lives and habits of office boys.

That 12 per cent of them read cheap novels, 4 per cent sleep on their jobs, 3 per cent collect stamps, 17 per cent write their names scores of times daily, and 7 per cent practice typewriting on forbidden machines, is not questioned.

However, the Daily Express thinks the finding of the American experts that 25 per cent of office boys are sufficiently clever in their actions to hide from their bosses what they are doing, is slightly wrong. The newspaper says this figure should have been 89 per cent.

English Writer Buys an Island. London, Mar. 1.—Defeated for parliament on the labor ticket and despairing of the future of Europe, Norman Angell, the well-known pacifist writer, has bought an island on the east coast of England and settled down there. The island, which lies near the mouth of the Blackwater river, contains a farmhouse and, at low tide, about 400 acres. Mr. Angell's London friends understand that it also contains a number of oysters and a flock of 200 ducks. The owner's yacht, a converted lifeboat, is moored in a little cove behind the barn.

Angell has made a number of lecture tours in the United States.

Huntville, Ala., March 1.—Much discussion has been precipitated in this section over the scarcity of rabbits this season. Many reasons have been given, but those best informed seem to agree the condition is the result of large quantities of calcium arsenate placed in the cotton fields to poison boll weevils and cotton caterpillars. A large quantity of this poison got on vegetation the rabbits ate, poisoning hundreds of them.

SAYS RED PEPPER HEAT STOPS PAIN IN FEW MINUTES

Rheumatism, lumbago, neuritis, backache, stiff neck, sore muscles, strains, sprains, aching joints. When you are suffering so you can hardly get around, just try Red Pepper Rub. Nothing has such concentrated, penetrating heat as red peppers, and when heat penetrates right down into pain and congestion relief comes at once.

Just as soon as you apply Red Pepper Rub you feel the tingling heat. In three minutes the sore spot is warmed through and through and the torture is gone.

Careless Shampooing Spoils the Hair

Soap should be used very carefully. If you want to keep your hair looking its best, many soaps and prepared shampoos contain too much free alkali. This dries the scalp, makes the hair brittle, and ruins it.

The best thing for steady use is Mulford's coconut oil shampoo, which is pure and greasiness, and is better than anything else you can use.

Two or three teaspoonfuls is sufficient to cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abundance of rich, creamy lather, which rinses out easily, removing every particle of dust, dirt, dandruff and excess oil. The hair dries quickly and evenly, and it leaves the scalp soft, and the hair fine and silky, bright, lustrous, fluffy, wavy, and easy to manage.

You can get Mulford's coconut oil shampoo at any drug store. It is inexpensive, and a few ounces will supply every member of the family for months.

DO YOU GET UP WITH A LAME BACK

Have You Rheumatism, Kidney, Liver or Bladder Trouble?

Pain or dull ache in the back is often evidence of kidney trouble. It is Nature's timely warning to show you that the track of health is not clear.

Danger Signals. If these danger signals are unheeded, kidney trouble in its worst form may steal upon you.

Thousands of people have testified that the mild and immediate effect of Swamp-Root, the great kidney, liver and bladder medicine, is soon realized—that it stands the highest for its remarkable curative effect in the most distressing cases. If you need a medicine, you should have the best.

Lame Back. Lame back is only one of many symptoms of kidney trouble. Other symptoms showing that you may need Swamp-Root are, being subject to embarrassing and frequent bladder troubles, day and night, irritation, sediment, etc.

Prevalency of Kidney Diseases. Most people do not realize the alarming increase and remarkable prevalence of kidney disease. While kidney disorders are among the most common diseases that prevail, most are often the last recognized, and the thousands of grateful letters received from men and women who say they doctored the effects of their original disease constantly underline the system.

Regular medium and large size bottles at all drug stores. For size bottles, don't make any mistake, but remember the name, Dr. Kilmer's Swamp-Root, and the address, Binghamton, N. Y. You will find on every bottle which you address.

SPECIAL NOTE.—You may obtain a sample size bottle of Swamp-Root by enclosing ten cents to Dr. Kilmer & Co., Binghamton, N. Y. This gives you the opportunity to prove the remarkable merit of Dr. Kilmer's Swamp-Root, and the address, Binghamton, N. Y. You will find on every bottle which you address.